

**INTERAGENCY POST EMPLOYEE POSITION DESCRIPTION**

Prepare according to instructions given in Foreign Service National Handbook, Chapter 4 (3 FAH-2)

1. POST

Bogota

2. AGENCY

Department of State

3a. POSITION NO.

311001 A73002

3b. Subject to Identical Positions? Agencies may show the number of such positions authorized and/or established after the "yes" block.☐ Yes☒ No**4. REASON FOR SUBMISSION**☐

a. Reclassification of duties: This position replaces

(Position No.)

(Title)

(Series)

(Grade)

☐

b. New Position

☐

c. Other (explain) _____

5. CLASSIFICATION ACTION

Position Title and Series Code

Grade

Initials

Date
(mm-dd-yy)a. Post Classification Authority
WHA/EX/FRC

Information Specialist, 6105

FSN-11

b. Other

c. Proposed by Initiating Office

6. Post Title Position (if different from official title)

Senior Information Specialist

7. Name of Employee**8. Office/Section**

Public Affairs Section (PAS)

a. First Subdivision

Press

b. Second Subdivision

Radio, TV, Studio

c. Third Subdivision**9. This is a complete and accurate description of the duties and responsibilities of my position.**_____
Printed Name of Employee_____
Signature of Employee_____
Date (mm-dd-yyyy)**10. This is a complete and accurate description of the duties and responsibilities of this position.**_____
Printed Name of Supervisor_____
Signature of Supervisor_____
Date (mm-dd-yyyy)**11. This is a complete and accurate description of the duties and responsibilities of this position. There is a valid management need for this position.**_____
Printed Name of Chief or Agency Head_____
Signature of Chief or Agency Head_____
Date (mm-dd-yyyy)**12. I have satisfied myself that this is an accurate description of the position and I certify that it has been classified in accordance with appropriate 3 FAH-2 standards.**_____
Printed Name of Admin or Human Resources Officer_____
Signature of Admin or Human Resources Officer_____
Date (mm-dd-yyyy)**13. Basic Function Of Position**

The incumbent is one of two Senior Information Specialists (SIS) in the Public Affairs Section (PAS) and reports to the Assistant Information Officer (AIO) responsible for radio, TV, and PAS's internal production studio. The SIS supervises a team of three locally employed (LE) staff, including the Information Assistants for radio and TV and the Content Coordinator, and gives work guidance to an additional three LE staff. The SIS establishes and maintains contacts at the highest levels of the Government of Colombia, media entities, NGOs, and private companies. S/he monitors, reports, and analyzes news, providing relevant Colombian context for American officers and recommending appropriate responses. S/he is responsible for designing and executing internally produced media campaigns and programs. S/he also manages a variety of press events for Ambassador, visiting VIPs, and other Mission personnel; translates documents, writes reports on various aspects of media and U.S. government (USG) engagement in Colombia, and drafts correspondence; and serves as Grants Officer Representative (GOR) for press-related grants.

14. Major Duties And Responsibilities

% OF TIME

- **SUPERVISION OF LOCAL STAFF** 20%
Supervises the daily work of three employees and gives work guidance to an additional three employees, covering radio and TV media and PAS Bogota's internal production studio, in order ensure that all tasks are performed accurately and in a timely fashion in line with PAS programming objectives and Integrated Country Strategy (ICS) goals. Maintains a thorough familiarity with ICS goals as well as U.S. domestic and foreign policy in order to explain and enhance understanding of U.S. government policies and positions with primary PAS contacts and through studio-produced audio-visual products.
- **MONITORING, REPORTING, AND ANALYSIS OF NEWS** 15%
Monitors, reports, and provides high-level analysis and historical, social, and cultural context for daily Colombian television, radio and internet reports for American officers so that they have an accurate understanding of current events as they relate to Mission goals and programs. Contributes radio and TV reports for the daily news product produced by PAS for the Mission and offices in Washington, D.C. Analyzes and reports on media reactions, trends, and perceptions pertaining to U.S. interests. Suggests ways to reinforce support for U.S. initiatives, dispel negative impressions, and correct misunderstandings in order to ensure that appropriate audiences understand USG positions and programs.
- **DEVELOPMENT AND MAINTENANCE OF CONTACTS** 15%
To ensure effective collaboration and dissemination of information related to USG goals, establishes, maintains, and promotes Mission ties with both executive and working-level contacts at:
 - The Office of the President, Ministry of Communications, Ministry of Defense, Ministry of Foreign Affairs, and all relevant Government of Colombia communications offices;
 - TV and radio stations country-wide;
 - Educational, cultural, non-governmental, and other institutions throughout the country;
 - Members of the public relations and publicity community.Refers contacts to the AIO, IO, PAO, and other Embassy officers for programming and assistance when appropriate. Nominates contacts for USG-sponsored exchange programs in order to further understanding of the USG and the American people.
- **DESIGN AND SUPERVISION OF PROGRAMMING AND CAMPAIGNS** 20%
Conceives, designs, scripts, and directs in-house production of weekly audio-visual news file reports covering Mission priorities, reflecting USG policies and interests, and explaining American culture to Colombian audiences. Conceptualizes, drafts, and implements multi-faceted, strategic media campaigns to promote issues of importance to the USG. Selects Voice of America and other relevant material for the weekly 30-minute TV/radio product distributed by the PAS studio. Develops and implements with Colombian radio and television networks throughout the country a comprehensive placement plan for USG materials in order to ensure maximum coverage of USG programming and policies. Serves as principal liaison with VOA affiliate stations. Stays current in radio and television technology and makes recommendations for new equipment and products that will enhance overall operations. Measures impact of campaigns and other products.
- **EVENT MANAGEMENT** 10%
Develops, coordinates, and manages press events for Mission personnel and visiting VIPs, including press conferences, interviews, regional travel by the Ambassador, DCM, or other high-level USG officials, TV co-ops, visiting speakers, and cultural events in order to garner maximum coverage of USG engagement in Colombia. Supervises studio team in meeting all audio-visual needs of the Mission for events taking place at the Chancery building and the Chief of Mission Residence.
- **TRANSLATION, DRAFTING, AND REPORTING** 10%
Translates talking points and statements into Spanish; performs media trends analysis; drafts cables, letters, press releases, web articles, and other written materials so that mission messaging reaches its intended audiences. Drafts regular reports on placement of materials as well as other ad hoc reports in order to keep Mission leadership and colleagues in Washington, D.C., informed.
- **GRANTS OFFICER REPRESENTATIVE (GOR)** 5%
Serves as Grants Officer Representative (GOR) for press-related grants up to \$100,000.
- **Other duties as assigned.** 5%

This position description in no way states or implies that these are the only duties to be performed by incumbent. Incumbent will be required to perform other duties as assigned by the agency.

15. Qualifications Required For Effective Performance

a. Education:

Bachelor's degree required in communications, journalism, political science, graphic design, or radio/TV/film production is required.

b. Prior Work Experience:

At least five years of progressively responsible experience in communications or media, including a minimum of one year's experience supervising personnel, are required.

c. Post Entry Training:

Continued training on latest technology and skills in management, writing, editing, design, audio-visual production, digital media, marketing, strategic communication, political communication, and public relations. Online training from the Foreign Service Institute for certification as a Grants Officer Representative.

d. Language Proficiency:

English Level 4 (fluent) is required. Spanish level 4 (fluent) is required.

e. Knowledge:

- Thorough knowledge of Colombian political, economic, social and educational structure; of institutions, political parties and cultural life; of historical and political developments and key figures in the mass media; and of military, government, cultural, educational, labor and business circles is required.
- Thorough knowledge of Colombian mass media is required.
- Thorough knowledge of public affairs/relations techniques, including strategic campaigns is required.
- Thorough knowledge of State Department Public Diplomacy programs, media techniques, and Mission goals is required.
- Fair knowledge of American history, political, economic, social, cultural, and educational structure and institutions is required.

f. Skills and Abilities

- Must have excellent interpersonal and public relations skills.
- Must have personal standing and prestige among media figures and other leaders and ability to establish and nurture extensive high level contacts are essential for effective and credible performance.
- Ability to establish and nurture contacts with national leaders in government and civil society, as well as to build excellent working relationships with the staff of the Public Affairs section and other Mission offices is required.
- Ability to advise American officers on information programs, trends and reaction in the media, and the significance of current events in Colombia's historical, social, and cultural context is required.
- Ability to advise on the selection and release of informational materials to the public and the news media is required.
- Must have sound intellectual, professional and political judgment.
- Ability to represent the interests of the United States in official contacts and be diplomatic in challenging situations is required.
- Creative ability and imagination in planning, researching, writing and producing materials, programs, and campaigns is required.
- Must have excellent management skills and be extremely well organized. Computer skills in Word, Excel, PowerPoint, Outlook at standard level are required.
- Strong analytical and writing skills in both English and Spanish are required, including the ability to translate to/from both languages.

16. Position Elements

a. Supervision Received:

The incumbent is supervised by the Assistant Information Officer responsible for radio, TV, and the studio.

b. Available Guidelines:

Integrated Country Strategy; subject-specific guidelines available via cable, IIP, and/or ECA; PAS SOPs.

c. Exercise of Judgment:

Following are examples of how incumbent must exercise judgment:

- Determine when to bring a particular Colombian matter to the attention of a supervisor;
- Set proper tone in the translation or drafting of an official communication;
- Manage subordinates to obtain maximum harmony and efficiency;
- Design and select appropriate segments for PAS's weekly audio-visual products;
- Build appropriate and engaging campaigns to promote Mission priorities;
- Determine how PAS-produced products and stories from the Mission will be most effectively targeted in the Colombian media;
- Recommend key contacts for interviews for Ambassador, American officers, and VIP visitors; select projects and events for outreach programs, and in the organization and ordering of priorities of assignments; identify potential negative media reports in advance and mitigate them.

d. Authority to Make Commitments

The incumbent may promise to provide information on U.S. policy and PAS informational products when information products are readily available. Has the authority to commit to appointments, office calls, plan major events, coordinate press strategy with Colombian government counterparts, etc., in connection with assignments and work requirements. Serves as Grants Officer Representative for press-related grants up to \$100,000.

e. Nature, Level and Purpose of Contacts:

The incumbent maintains personal contact at both the executive and working levels of the Colombian media, government, private and nonprofit sectors to provide information on U.S. foreign and domestic policies, USG-sponsored programs, and American culture and society. S/he offers cleared material for background or placement, sets up appointments for key Mission personnel, organizes representational events, and obtains information (sometimes of a sensitive nature) for Mission use. Contacts people from all levels of society to conduct interviews and research broadcast segments. Works closely with section staffers on a daily basis to apportion workload and receive and carry out instructions.

f. Supervision Exercised

The incumbent supervises three people—two Information Assistants, and one Content Coordinator—and provides work guidance to three Audio-Visual Technicians. She/he is one of the Senior LE staff in the section.

g. Time Required to Perform Full Range of Duties after Entry into the Position

One year.